

WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221

Main: (412)242-4300 Billing: (781)433-4283

www.thepittsburghchannel.com

Billing Address:

Strategic Media Placement OH **Attention: Accounts Payable** 7669 Stagers Loop Delaware, OH 43015

Send Payment To:

WTAE P.O. Box 26887 Lehigh Valley, PA 18002-6887

| | Invo | ice # | | Invoice | <u>Date</u> | Invoice M | <u>Ionth</u> | Invoi | ce Period | | |
|----------|------|----------|--------------------|-----------|-------------------|-----------------|----------------|--------------------|----------------|--|--|
| | 921 | 996-1 | | 10/28/1 | 2 | October | 2012 | 10/01 | /12 - 10/28/12 | | |
| | | | | | | | | | | | |
| | Sta | ion | Acc | ount Exe | cutive | <u> </u> | Sales Offi | ffice Sales Region | | | |
| | WT | AE | Bob | Cain | | | Eagle-Phi | ladelp | National | | |
| | | | | - | | | | | | | |
| Advertis | ser | | Product | | | | | Estim | nate Number | | |
| Rothfu | s/R/ | Congress | ress ROTHFUS/R/CON | | | | ONG | 2409 | | | |
| | | | | Flight D | ght Dates Order # | | | | Alt Order# | | |
| | | | | | | 11/06/12 921996 | | | 07880845 | | |
| | | | | | | | I | | | | |
| | | | | Billing C | alend | <u>ar</u> | Billing Type | | Deal # | | |
| | | | | Broadca | ast | | Cash | | | | |
| | | | | Special | Handl | ing | | | | | |
| | | | | | | | | | | | |
| | | | | LIDD # | | | IA -l |) - d - 1 | Draduat Cada | | |
| | | | | IDB# | | | Advertiser C | <u>Jode</u> | Product Code | | |
| | | | | | | | ROTH | | PA12 | | |
| | | | | Agency | Ref | | Advertiser Ref | | | | |
| | | | | , igonoy | | | | 12. | ù. | | |
| | | | | | | | L | | | | |

| Line Start Date End Date Description | Start/End Time | MTWTFSS | | Length | Spots/ Week | Rate | Type | |
|--|--------------------|----------------------------------|---------|--------|----------------|---|-------|-------------|
| 1 10/15/12 10/21/12 6-7am News | 6-7am | WTF | | :30 | 2 | \$500.00 | NM | |
| Class of Time - Pre-emptible with notice | 0-74111 | | | | _ | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFS</u> 10/15/12 10/21/12WTF- | | <u>Rate</u> \$5 0 0.00 | | | | | | |
| Spots: # Ch Day Air Date Air Time Des | | | nd Time | Length | Ad-ID | | | Rate Type |
| 1 WTAE W 10/17/12 6:23 AM 6-7 | | 6-7am | | :30 |) TVGENROT | н1213н | | \$500.00 NM |
| 2 WTAE F 10/19/12 6:15 AM 6-7 | am News | 6-7am | | :30 |) TVGENKR1 | .2MR1H | | \$500.00 NM |
| 2 10/15/12 10/21/12 6-7am News Class of Time - Pre-emptible with notice | 6-7am | WTF | | :30 | 1 | \$525.00 | NM | |
| Weeks: Start Date End Date MTWTFS | | Rate \$5 2 5.00 | | | | | | |
| 10/15/12 10/21/12WTF- Spots: # Ch <u>Day Air Date Air Time Des</u> | | | nd Time | Length | Ad-ID | | | Rate Type |
| 1 WTAE W 10/17/12 7:00 AM 6-7 | | 6-7am | na mne | | TVGENKR1 | .2MR1H | | \$525.00 NM |
| | | | | | | 0.450.00 | NIN 4 | |
| 3 10/15/12 10/21/12 Good Morning Ame Class of Time - Pre-emptible with notice | rica 7-9am | W T F | | :30 | 2 | \$450.00 | NM | |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFS</u> 10/15/12 10/21/12WTF- | | Rate \$4 5 0.00 | | | | | | |
| Spots: # Ch Day Air Date Air Time Des | _ | 3 | nd Time | Length | Ad-ID | | | Rate Type |
| | od Morning America | 7-9am | | :30 |) TVGENROT | н1213н | | \$450.00 NM |
| 1 WTAE Th 10/18/12 8:41 AM God | od Morning America | 7-9am | | :30 |) TVGENROT | н1213н | | \$450.00 NM |
| 4 10/15/12 10/21/12 The View Class of Time - Pre-emptible with notice | 11am-noon | WTF | | :30 | 2 | \$400.00 | NM | |
| Weeks: Start Date End Date MTWTFS. 10/15/12 10/21/12WTF- | | Rate \$4 0 0.00 | | | | | | |
| Spots: # Ch Day Air Date Air Time Des | | 4 | nd Time | Length | Ad-ID | | | Rate Type |
| 2 WTAE W 10/17/12 10:58 AM The | | 1 am-n | noon | :30 | TVGENKR1 | .2MR1H | | \$400.00 NM |
| 1 WTAE F 10/19/12 11:31 AM The | View | 1 am-n | noon | :30 |) TVGENROT | н1213н | | \$400.00 NM |
| 5 10/15/12 10/21/12 WTAE Noon News Class of Time - Pre-emptible with notice | 12-12:30pm | WTF | | :30 | 3 | \$300.00 | NM | |
| Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSWTF- | | Rate \$3 0 0.00 | | | | | | |
| Spots: # Ch Day Air Date Air Time Des | scription | Start/Er | nd Time | | Ad-ID | | | Rate Type |
| | AE Noon News | 12-12:3 | • | |) TVGENROT | | | \$300.00 NM |
| | AE Noon News | 12-12:3 | | |) TVGENKR1 | | | \$300.00 NM |
| 2 WTAE F 10/19/12 12:28 PM WT | AE Noon News | 12-12:3 | 30pm | :30 |) TVGENKR1 | .2MR1H | | \$300.00 NM |



Send Payment To:

WTAE P.O. Box 26887 Lehigh Valley, PA 18002-6887 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/28/12 | October 2012 | 10/01/12 - 10/28/12 |

Advertiser Product Estimate Number

Rothfus/R/Congress ROTHFUS/R/CONG 2409

www.thepittsburghchannel.com

| www. | hepittsburghcha | annel.com | | | | | | | | | |
|------|----------------------------|----------------------------|---|---------------------|-------------|-----------------------|--------|------------------------|----------|------|---------------------------------|
| | | | | | | | | Spots/ | | | |
| Line | Start Date | End Date | Description | Start/End Time | MTW | FSS | Length | Week | Rate | Туре | |
| 6 | 3 10/15/12 Class of Tir | 10/21/12 ne - Pre-emp | 5-6pm News M-F otible with notice | 5-6pm | W | F | :30 | 2 | \$525.00 | NM | |
| | Weeks: | Start Date 10/15/12 | | Spots/Week 2 | \$5 | <u>Rate</u> 25.00 | | | | | |
| | Spots: # Ch | | | | | tart/End Time | Lengt | th Ad-ID | | | Rate Type |
| | 2 W | TAE Th 10 | /18/12 5:27 PM 5-6pm | News M-F | 5- | -6pm | :3 | 0 TVGENROTI | н1213н | | \$525.00 NM |
| | 1 W | TAEF 10 | /19/12 5:14 PM 5-6pm | News M-F | 5- | -6pm | :3 | 0 TVGENKR1 | 275н | | \$525.00 NM |
| 7 | 7 10/15/12 Class of Tir | 10/21/12 ne - Pre-emp | 5-6pm News M-F otible with notice | 5-6pm | W | F | :30 | 2 | \$575.00 | NM | |
| | Weeks: | Start Date | End Date MTWTFSS | Spots/Week | A. | Rate | | | | | |
| | Spots: # Ch | 10/15/12 Day Air | 10/21/12WTF <u>Date</u> <u>Air Time</u> <u>Descr</u> | 2 intion | | 5.00 tart/End Time | Leng | th Ad-ID | | | Rate Type |
| | | | /17/12 5:52 PM 5-6pm | | | -6pm | | O TVGENKR1 | 2MR1H | | \$575.00 NM |
| | 1 W | TAEF 10 | /19/12 5:58 PM 5-6pm | News M-F | | -6рт | :3 | 0 TVGENKR1 | 275н | | \$575.00 NM |
| 8 | 3 10/15/12 Class of Tir | 10/21/12 | 6-6:30pm News | 6-6:30pm | W | F | :30 | 3 | \$725.00 | NM | |
| | Weeks: | Start Date | End Date MTWTFSS | Spots/Week | | Rate | | | | | |
| | Spots: # Ch | 10/15/12 Day Air | 10/21/12WTF Date Air Time Descr | 3 intion | | 5.00 tart/End Time | Lengt | th Ad-ID | | | Rate Type |
| | | | /17/12 6:22 PM 6-6:30 | | | 6:30pm | | O TVGENROTI | н1213н | | \$725.00 NM |
| | 2 W | TAE Th 10/ | 18/12 6:09 PM 6-6:30 | | | 6:30pm | :3 | 0 TVGENKR1 | 2MR1H | | \$725.00 NM |
| | 3 W | ΓΑΕ F 10/ | 19/12 6:29 PM 6-6:30 | pm News | 6- | 6:30pm | :3 | 0 TVGENKR1 | 275н | | \$725.00 NM |
| 9 | 10/15/12 Class of Tir | 10/21/12 ne - Pre-emp | M-Sun 11pm News | M-Su 11-11:35pm | W | F | :30 | 3 | \$900.00 | NM | |
| | Weeks: | Start Date 10/15/12 | End Date MTWTFSSWTF | Spots/Week | # 0/ | <u>Rate</u> 0.00 | | | | | - |
| | Spots: # Ch | | | 3 iption | | tart/End Time | Lengt | h Ad-ID | | | Rate Type |
| | | - | 17/12 11:23 PM M-Sur | | | Su 11-11:35p | | 0 TVGENKR12 | 2MR1H | | \$900.00 NM |
| | 2 WT | AE Th 10/ | 18/12 11:32 PM M-Sur | 11pm News | M | Su 11-11:35p | m :3 | 0 TVGENROTI | н1213н | | \$900.00 NM |
| L | 3 WT | AE F 10/ | 19/12 11:13 PM M-Sur | 11pm News | M | Su 11-11:35p | m :3 | 0 TVGENKR12 | 275н | | \$900.00 NM |
| 10 | 10/15/12 Class of Tin | 11/04/12 ne - Pre-emp | Sat 5-7am otible with notice | 5-7am | | -s- | :30 | 1 | \$275.00 | NM | |
| | Weeks: | Start Date 10/15/12 | End Date MTWTFSSS- | Spots/Week 1 | \$27 | <u>Rate</u> 75.00 | | | | | |
| | Spots: # Ch | | | | | art/End Time | Lengt | h Ad-ID | | | Rate Type |
| | | | 20/12 5:13 AM Sat 5- | | 5- | am | :3 | 0 TVGENKR12 | ?75н | | \$275.00 NM |
| | Weeks: | Start Date 10/22/12 | End Date MTWTFSS 10/28/12S- | Spots/Week 1 | \$27 | <u>Rate</u> 75.00 | | | | | |
| | Spots: # Ch | | | <u>ption</u> | | art/End Time | Lengt | h Ad-ID | | | Rate Type |
| | 2 WT | AE Sa 10/ | 27/12 6:22 AM Sat 5- | 7am | 5- | ram | :3 | 0 TVGENROTH | 112WTH | | \$275.00 NM |
| 11 | 10/15/12 Class of Tin | 10/28/12 ne - Pre-emp | Good Morning America tible with notice | a S:7-8am | | -S- | :30 | 1 | \$400.00 | NM | |
| | Weeks: | Start Date 10/15/12 | End Date MTWTFSSS- | Spots/Week | | Rate | | | | | |
| | Spots: # Ch | | | ption | | 0.00 art/End Time | Lengt | h Ad-ID | | | Rate Type |
| | | AE Sa 10/2 | | Morning America Sat | | am | | 0 TVGENKR12 | 75н | | \$400.00 NM |
| | Weeks: | Start Date | End Date MTWTFSS | Spots/Week | | Rate | | | | | * |
| | Spots: # Ch | 10/22/12 <u>Day Air</u> | 10/28/12S- Date Air Time Descri | 1 ntion | | 0.00 art/End Time | Lengt | h Ad-ID | | | Data Tuna |
| | | AE Sa 10/2 | | Morning America Sat | | am | | 1 AG-1D O TVGENKR12 | 75н | | <u>Rate Type</u> \$400.00 NM |
| 12 | 10/15/12 Class of Tim | 10/28/12 | Sat 8-10am tible with notice | 8-10am | | | :30 | 1 | \$325.00 | NM | |
| | Weeks: | Start Date | End Date MTWTFSS | Spots/Week | | Rate | | | | | |
| 1 | | 10/15/12 | 10/21/12S- | 1 | \$32 | 5.00 | | | | | |





Send Payment To:
WTAE
P.O. Box 26887
Lehigh Valley, PA 18002-6887

Advertiser Product Estimate Number

Rothfus/R/Congress ROTHFUS/R/CONG 2409

www.thepittsburghchannel.com

| www.trepittsburgitchanner.com | | | | Cnotal | | | |
|---|---------------------|--|--------|-------------------------------------|------------|------|--|
| Line Start Date End Date Description Start/End Time | MTW | FSS | Length | Spots/ Week | Rate | Туре | |
| 12 10/15/12 10/28/12 Sat 8-10am 8-10am Class of Time - Pre-emptible with notice | | -S- | :30 | 1 | \$325.00 | NM | |
| Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WTAE Sa 10/20/12 8:28 AM Sat 8-10am Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> | 8- | art/End Time 10am Rate | | h <u>Ad-ID</u> O TVGENKRI | 1275н | | <u>Rate</u> <u>Type</u> \$325.00 NM |
| 10/22/12 10/28/12S- 1 Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 2 WTAE Sa 10/27/12 8:23 AM Sat 8-10am | St | 5.00 <u>art/End Time</u> 10am | | h <u>Ad-ID</u> O TVGENROT | гн12wтн | | <u>Rate</u> <u>Type</u> \$325.00 NM |
| 13 10/15/12 10/28/12 Late Run 11pm News 11:30pm-12:05am Class of Time - Pre-emptible with notice | ۱ | -S- | :30 | 1 | \$700.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/15/12 10/21/12 S- 1 Spots: # Ch Day Air Date Air Time Description | S | Rate 0.00 art/End Time :30pm-12:05a | | h <u>Ad-ID</u> 0 TVGENKRI | 1275µ | | <u>Rate Type</u> \$700.00 NM |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12S- 1 Spots: # Ch Day Air Date Air Time Description | \$70 <u>St</u> | Rate 0.00 art/End Time | Lengt | h Ad-ID | | | Rate Type |
| 2 WTAE Sa 10/27/12 11:57 PM Late Run 11pm News 14 10/15/12 10/28/12 Big East College Football 12-3:30pm | | :30pm-12:05a S- | :30 | 0 TVGENKR1 | \$750.00 | NM | \$700.00 NM |
| Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week | | Rate | | | | | |
| 10/22/12 10/28/12S- 1 Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 2 WTAE Sa 10/27/12 1:26 PM Big East College Football | St | 0.00 <u>art/End Time</u> -3:30pm | | h <u>Ad-ID</u> O TVGENKRI | 1275н | | <u>Rate</u> <u>Type</u> \$750.00 NM |
| 15 10/15/12 10/28/12 Big East College Football 12-7pm Class of Time - Pre-emptible with notice | | -S- | :30 | 1 | \$1,800.00 | NM | |
| Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 | \$1,80 <u>St</u> | Rate 0.00 art/End Time -7pm | | 1 <u>Ad-ID</u>) TVGENROT | ru 1 2 wru | N. | <u>Rate</u> <u>Type</u> \$1,800.00 NM |
| 16 10/15/12 11/04/12 Sun 5-7am News 5-7a | | S | :30 | 1 | \$275.00 | NM | ψ1,000.00 14101 |
| Class of Time - Pre-emptible with notice Weeks: Start Date End Date MTWTFSS Spots/Week 10/15/12 10/21/12S 1 | \$27 | Rate 5.00 | | | | | |
| Spots: # Ch Day Air Date Air Time Description 1 WTAE Su 10/21/12 5:07 AM Sun 5-7am News Weeks: Start Date 10/22/12 End Date Date MTWTFSS Spots/Week Spots/Week 10/22/12 10/28/12 S 1 | 5- | art/End Time 7a <u>Rate</u> 5.00 | | <u>1</u> <u>Ad-ID</u>) TVGENKR1 | .275н | | <u>Rate Type</u> \$275.00 NM |
| Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 2 WTAE Su 10/28/12 5:43 AM Sun 5-7am News | | art/End Time 7a | | n <u>Ad-ID</u>) TVGENROT | тн12wтн | | <u>Rate</u> <u>Type</u> \$275.00 NM |
| 17 10/15/12 10/28/12 This Week With George \$10-11am Class of Time - Pre-emptible with notice | | S | :30 | 1 | \$1,400.00 | NM | STOLEN ON THE STOLEN ST |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/15/12 10/21/12 S 1 | \$1,40 | <u>Rate</u> 0.00 | | | | | |
| Spots: # Ch Day Air Date Air Time Description 1 WTAE Su 10/21/12 10:59 AM This Week With George Ste Weeks: Start Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12 | phan 10 | Rate | | <u>Ad-ID</u>) TVGENKR1 | .275н | | <u>Rate Type</u> \$1,400.00 NM |
| Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 2 WTAE Su 10/28/12 10:59 AM This Week With George Ste | St | art/End Time | | <u>Ad-ID</u>) TVGENKR1 | .275н | | <u>Rate</u> <u>Type</u> \$1,400.00 NM |
| 18 10/15/12 10/28/12 Sun Early News 630-7p Class of Time - Pre-emptible with notice | | S | :30 | 1 | \$450.00 | NM | |
| Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS Spots/Week 10/21/12 Spots/Week 1 | | <u>Rate</u> 0.00 | | | | | |



Send Payment To: WTAE

P.O. Box 26887 Lehigh Valley, PA 18002-6887

Advertiser Product Estimate Number

Rothfus/R/Congress ROTHFUS/R/CONG 2409

www.thepittsburghchannel.com

| www.tnepittsourgncnannel.com | | | | Spots/ | | | |
|--|---|---|---------------|--|------------|------|--|
| Line Start Date End Date Description Start/End Time | MTWTF: | ss Le | | Week | Rate | Туре | |
| 18 10/15/12 10/28/12 Sun Early News 630-7p Class of Time - Pre-emptible with notice | | -S | :30 | 1 | \$450.00 | NM | |
| Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WTAE Su 10/21/12 6:57 PM Sun Early News Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> | 630- Ra | <u>ate</u> | Length :30 | Ad-ID TVGENKR12 | 275н | | <u>Rate Type</u> \$450.00 NM |
| 10/22/12 10/28/12S 1 Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 2 WTAE Su 10/28/12 6:57 PM Sun Early News | \$450. <u>Star</u> 630- | t/End Time | Length :30 | Ad-ID TVGENROTE | н12wтн | | <u>Rate</u> <u>Type</u> \$450.00 NM |
| 19 10/15/12 10/28/12 M-Sun 11pm News M-Su 11-11:35pm Class of Time - Pre-emptible with notice | | -S | :30 | 1 | \$1,100.00 | NM | |
| Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS 2 Spots/Week 2 Spots/ | \$1,100. <u>St</u> ar | ate .00 t/End Time su 11-11:35pm | Length :30 | Ad-ID TVGENKR12 | 275н | | <u>Rate Type</u> \$1,100.00 NM |
| 20 10/15/12 10/28/12 Sunday Extended Late N∈Sun 11:35p-12:00a Class of Time - Pre-emptible with notice | | -S | :30 | 1 | \$325.00 | NM | |
| Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS 2 10/21/12 Spots/Week 1 Spots: # Ch Day Air Date 1 WTAE Su 10/21/12 Air Time Description 1 Description 1 Start Date 2 In/221/12 Air Date 2 In/28/12 In/28/12 MTWTFSS 2 Spots/Week 2 Spots/Week 2 In/28/12 Weeks: Start Date 1 In/28/12 End Date 2 In/28/12 MTWTFSS 2 Spots/Week 2 In/28/12 Air Time Description 2 In/28/12 | \$325. <u>Star</u> Sun | t/End Time 11:35p-12:00a ate | Length :30 | Ad-ID TVGENKR12 | 275н | | <u>Rate</u> <u>Type</u> \$325.00 NM |
| Spots: # Ch <u>Day Air Date</u> <u>Air Time Description</u> 2 WTAE Su 10/28/12 11:39 PM Sunday Extended Late News | <u>St</u> ar | t/End Time 11:35p-12:00a | Length :30 | Ad-ID TVGENROTE | н12wтн | | Rate Type \$325.00 NM |
| 21 10/22/12 10/28/12 6-7am News 6-7am Class of Time - Pre-emptible with notice | MTWTF | | :30 | 2 | \$525.00 | NM | |
| Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS MTWTF Spots/Week MTWTF Spots: # Ch Day Air Date Air Time Description 2 WTAE Tu 10/23/12 6:08 AM 6-7am News 1 WTAE W 10/24/12 6:24 AM 6-7am News | \$525. | t/End Time am | | Ad-ID TVGENKR12 TVGENROTH | | | <u>Rate Type</u> \$525.00 NM \$525.00 NM |
| 22 10/22/12 11/04/12 6-7am News 6-7am Class of Time - Pre-emptible with notice | MTWTF | | :30 | 3 | \$550.00 | NM | |
| Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS MTWTF Spots/Week MTWTF Spots: # Ch Day Air Date 2 WTAE M 10/22/12 Air Time Description 6:27 AM 6-7am News 6:59 AM 6-7am News 6:59 AM 6-7am News 6:59 AM 6-7am News 7 1 WTAE W 10/24/12 6:59 AM 6-7am News 6:59 AM 6-7am News 7 | \$550. | <u>t/End Time</u> ım ım | :30 | Ad-ID TVGENKR12 TVGENKR12 TVGENKR12 | ?75н | , 9 | Rate Type \$550.00 NM \$550.00 NM \$550.00 NM |
| 23 10/22/12 10/28/12 Good Morning America 7-9am Class of Time - Pre-emptible with notice | MTWTF- | | :30 | 2 | \$475.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12 MTWTF 2 | \$475.0 | <u>t/End Time</u> ım | | <u>Ad-ID</u> TVGENKR12 TVGENROTH | | | <u>Rate</u> <u>Type</u> \$475.00 NM \$475.00 NM |
| 24 10/22/12 10/28/12 The View 11am-noon Class of Time - Pre-emptible with notice | MTWTF- | | :30 | 3 | \$400.00 | NM | - |
| Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS MTWTF Spots/Week 3 Spots: # Ch Day Air Date 2 WTAE W 10/24/12 Air Time Description 10:59 AM The View 10/24/12 3 WTAE Th 10/25/12 10:58 AM The View 10/26/12 1 WTAE F 10/26/12 11:32 AM The View 10/26/12 11:32 AM The View 10/26/12 | \$400.0 <u>Start</u> 11an 11an | | :30 | Ad-ID TVGENROTH TVGENROTH TVGENKR12 | ı12wтн | | Rate Type \$400.00 NM \$400.00 NM \$400.00 NM |





Send Payment To:
WTAE
P.O. Box 26887
Lehigh Valley, PA 18002-6887

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 921996-1
 10/28/12
 October 2012
 10/01/12 - 10/28/12

Advertiser Product Estimate Number

Rothfus/R/Congress ROTHFUS/R/CONG 2409

www.thepittsburghchannel.com

| www.tnepittsburgncnannei.com | | | | | Ot-/ | | | |
|--|-----------------|----------------------|----------------------|--------|-------------------------------|------------|------|---------------|
| Line Start Date End Date Description | Start/End Time | Marine | | Longth | Spots/ | Data | Tuno | |
| | Starvend Time | CONTRACTOR OF STREET | FSS | Length | Week | Rate | Туре | |
| 24 10/22/12 10/28/12 The View Class of Time - Pre-emptible with notice | 11am-noon | MTW ⁻ | F | :30 | 3 | \$400.00 | NM | |
| | 10.10.00 | | _ | | | 4000.00 | | |
| 25 10/22/12 10/28/12 WTAE Noon News Class of Time - Pre-emptible with notice | 12-12:30pm | MTW | F | :30 | 4 | \$300.00 | NM | |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> | Spots/Week | | Rate | | | | | |
| 10/22/12 10/28/12 MTWTF Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Descri</u> | 4 | | 0.00 art/End Time | Longt | h Ad-ID | | | Rate Type |
| 3 WTAE Tu 10/23/12 12:24 PM WTAE | | - | 2-12:30pm | | 11 <u>AU-ID</u> 0 TVGENKR1 | 275н | | \$300.00 NM |
| 2 WTAE W 10/24/12 12:25 PM WTAE | | | -12:30pm | | 0 TVGENKR1 | | | \$300.00 NM |
| 1 WTAE Th 10/25/12 12:25 PM WTAE | Noon News | | -12:30pm | :3 | 0 TVGENKR1 | 275н | | \$300.00 NM |
| 4 WTAE F 10/26/12 12:29 PM WTAE | Noon News | 12 | 2-12:30pm | :3 | 0 TVGENROT | H12WTH | | \$300.00 NM |
| 26 10/22/12 10/28/12 5-6pm News M-F Class of Time - Pre-emptible with notice | 5-6pm | MTW | F | :30 | 3 | \$525.00 | NM | |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/22/12 10/28/12 MTWTF | Spots/Week | | Rate | | | | | |
| 10/22/12 10/28/12 MTWTF Spots: # Ch Day Air Date Air Time Descri | 3 ntion | | 5.00 art/End Time | l engt | h Ad-ID | | | Rate Type |
| 2 WTAE Tu 10/23/12 5:13 PM 5-6pm | | | 6pm | | O ENPSBKID | 82в | | \$525.00 NM |
| 3 WTAE Th 10/25/12 5:29 PM 5-6pm | News M-F | | 6pm | :3 | 0 TVGENROT | н12wтн | | \$525.00 NM |
| 1 WTAE F 10/26/12 5:15 PM 5-6pm | News M-F | 5- | 6pm | :3 | 0 TVGENKR1 | 275н | | \$525.00 NM |
| 27 10/22/12 10/28/12 5-6pm News M-F Class of Time - Pre-emptible with notice | 5-6pm | MTW | F | :30 | 3 | \$525.00 | NM | |
| Weeks: Start Date End Date MTWTFSS | Spots/Week | | Rate | | | | | |
| 10/22/12 10/28/12 MTWTF Spots: # Ch Day Air Date Air Time Descri | 3 ntion | | 5.00 art/End Time | Lengt | n Ad-ID | | | Rate Type |
| 2 WTAE M 10/22/12 5:51 PM 5-6pm | | | 6pm | | TVGENKR1 | 275н | | \$525.00 NM |
| DOMESTIC AND DESCRIPTION OF THE PROPERTY OF TH | News M-F | | 6pm | :0 | 0 | | | \$525.00 NM |
| See MG 27.4,27.5 | | | | | | | | |
| 1 WTAE F 10/26/12 5:42 PM 5-6pm | News M-F | 5- | -6pm | :31 |) TVGENROT | H12WTH | | \$525.00 NM |
| 28 10/22/12 10/28/12 6-6:30pm News Class of Time - Pre-emptible with notice | 6-6:30pm | MTW | F | :30 | 4 | \$675.00 | NM | |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/22/12 10/28/12 MTWTF | Spots/Week 4 | | <u>Rate</u> 5.00 | | | | | |
| Spots: # Ch Day Air Date Air Time Descri | | | art/End Time | Lengt | n Ad-ID | | | Rate Type |
| 1 WTAE M 10/22/12 6:28 PM 6-6:30 | | | 6:30pm | | TVGENKR1 | 275н | | \$675.00 NM |
| 2 WTAE W 10/24/12 6:10 PM 6-6:30 | om News | 6- | 6:30pm | :30 |) TVGENROT | H12WTH | | \$675.00 NM |
| 4 WTAE F 10/26/12 6:13 PM 6-6:30 | om News | 6- | 6:30pm | :30 | TVGENKR1 | 275н | | \$675.00 NM |
| 3 WTAE F 10/26/12 6:29 PM 6-6:30 | om News | 6- | 6:30pm | :30 |) TVGENROT | H12WTH | | \$675.00 NM |
| 29 10/22/12 10/28/12 M-Sun 11pm News Class of Time - Pre-emptible with notice | M-Su 11-11:35pm | MTWT | F | :30 | 4 | \$900.00 | NM | |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/22/12 10/28/12 MTWTF | Spots/Week 4 | | <u>Rate</u> 0.00 | | | | | |
| Spots: # Ch Day Air Date Air Time Descrip | | | art/End Time | Lenath | Ad-ID | | | Rate Type |
| 1 WTAE Tu 10/23/12 11:34 PM M-Sun | 7 100 | | Su 11-11:35pn | | TVGENROT | H12WTH | | \$900.00 NM |
| 2 WTAE W 10/24/12 11:34 PM M-Sun | 11pm News | M | Su 11-11:35pn | n :30 | TVGENKR1 | 275н | | \$900.00 NM |
| 3 WTAE Th 10/25/12 11:26 PM M-Sun | | | Su 11-11:35pn | | TVGENKR1 | | | \$900.00 NM |
| 4 WTAE F 10/26/12 11:34 PM M-Sun | 11pm News | M- | Su 11-11:35pn | n :30 |) TVGENKR1 | 275н | | \$900.00 NM |
| 30 10/22/12 10/28/12 Mon ABC Prime A Class of Time - Pre-emptible with notice | 8-9pm | M | | :30 | 1 | \$5,000.00 | NM | |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 10/22/12 10/28/12 M | Spots/Week 1 | \$5,00 | Rate | | | | | |
| Spots: # Ch Day Air Date Air Time Descrip | | | art/End Time | Lenath | Ad-ID | | | Rate Type |
| 1 WTAE M 10/22/12 8:24 PM Mon A | | | 9pm | | TVGENKR1 | 275н | | \$5,000.00 NM |
| | | | | | | | | |

INVOICE



Send Payment To:
WTAE
P.O. Box 26887
Lehigh Valley, PA 18002-6887

Advertiser Product Estimate Number
Roftfus/R/Congress ROTHFUS/R/CONG 2409

www.thepittsburghchannel.com

| www.thepitts | tsburghcha | nnel.com | | | | | | | | | |
|----------------|--------------------------|---------------------------|--|---------------------------------------|------|------------------------|--------|-------------------------------------|------------|------|--|
| Line Sta | art Date | End Date | Description | Start/End Time | MTW | TFSS | Length | Spots/ Week | Rate | Туре | |
| 31 10/ | /15/12 | 11/04/12 | Fri ABC Prime C | 10-11pm | | | :30 | 1 | \$2,400.00 | NM | |
| | eks: | ne - Pre-em Start Date | ptible with notice End Date MTWTFS | Spots/Week | | Rate | | | | | |
| | | 10/15/12 | 10/21/12F | - 1 | | 0.00 | | | | | |
| Spo | ots: <u>#</u> Ch 1 WT | | <u>r Date</u> <u>Air Time</u> <u>Des</u> 0/19/12 10:51 PM Fri | | _ | art/End Time 0-11pm | | <u>h</u> <u>Ad-ID</u> 0 TVGENKR1 | 1275µ | | <u>Rate Type</u> \$2,400.00 NM |
| | | | | | | | | | | | \$2,400.00 14101 |
| 58 10/ Cla | | 10/14/12 ne - Pre-em | 6-7am News ptible with notice | 6-7am | MTW | TF | :30 | 2 | \$500.00 | NM | |
| Wee | eks: | Start Date 10/08/12 | End Date MTWTFS: 10/14/12 MTWTF- | | \$50 | <u>Rate</u> 0.00 | | | | | |
| Spo | ots: <u>#</u> Ch | | | | _ | art/End Time | | h Ad-ID | | | Rate Type |
| | | | 0/10/12 6:09 AM 6-7 | | | 7am | | 0 TVGENKR | | | \$500.00 NM |
| | 1 WT | AEF 10 | 0/12/12 6:23 AM 6-7a | am News | 6- | 7am | 13 | 0 TVGENRO | | | \$500.00 NM |
| 59 10/ Cla | | 10/07/12 ne - Pre-em | 6-7am News ptible with notice | 6-7am | W | TF | :30 | 2 | \$525.00 | NM | |
| Wee | eks: | Start Date 10/01/12 | End Date MTWTFS: 10/07/12WTF- | | \$5 | <u>Rate</u> 25.00 | | | | | |
| Spo | ots: # Ch | | 10101112 | _ | | art/End Time | Lengt | h Ad-ID | | | Rate Type |
| | - | | 0/03/12 6:27 AM 6-7 | | 6- | 7am | :3 | 0 TVGENRO | тн1212н | | \$525.00 NM |
| | 2 WT | AEF 10 | 0/05/12 6:44 AM 6-7a | am News | 6- | 7am | :3 | 0 TVGENRO | тн1212н | | \$525.00 NM |
| 60 10/ | /08/12 | 10/14/12 ne - Pre-em | 6-7am News ptible with notice | 6-7am | MTW | F | :30 | 2 | \$525.00 | NM | |
| | eks: | Start Date | End Date MTWTFS: | | | Rate | | | | | |
| C== | # Ob | 10/08/12 | 10/14/12 MTWTF | | | 5.00 | Longi | h | | | Poto Typo |
| Spo | ots: <u>#</u> Ch 1 WT | | <u>r Date</u> <u>Air Time</u> <u>Des</u> 0/08/12 6:28 AM 6-78 | | | art/End Time 7am | | h <u>Ad-ID</u> O TVGENROT | тн1213н | | <u>Rate Type</u> \$525.00 NM |
| | | | 0/09/12 6:38 AM 6-78 | | | 7am | | 0 TVGENROT | | | \$525.00 NM |
| 61 10/ | /03/12 | 10/07/12 | Good Morning Amer | rica 7-9am | W | TF | :30 | 2 | \$450.00 | NM | |
| _ | | | ptible with notice End Date MTWTFSS | Spots/Week | | Rate | | | | | |
| | | 10/01/12 | 10/07/12WTF | | | 0.00 | | | | | |
| Spo | ots: # Ch | | | | - | art/End Time | | h <u>Ad-ID</u> 0 TVGENROT | ru1212u | | Rate Type |
| | | | | od Morning America od Morning America | | 9am 9am | | 0 TVGENROT | | | \$450.00 NM \$450.00 NM |
| | | | | | | | | | | | Ψ-30.00 T(IV) |
| | ss of Tim | 10/14/12 ne - Pre-em | Good Morning Amer ptible with notice | | MTW | F | :30 | 2 | \$450.00 | NM | |
| Wee | | Start Date 10/08/12 | End Date MTWTFSS | | \$45 | <u>Rate</u> 0.00 | | | | | |
| Spo | ts: <u>#</u> Ch | Day Air | | | | art/End Time | Lengt | h Ad-ID | | | Rate Type |
| | 2 WT | | | d Morning America | | 9am | :3 | 0 TVGENKR1 | L2MR1H | | \$450.00 NM |
| | 3 WT | AE W 10 | /10/12 7:59 AM God | d Morning America | | 9am | :3 | () TVGENROT | гн1213н | | \$450.00 NM |
| | 1 WT | AE Th 10 | /11/12 7:28 AM God | d Morning America | 7- | 9am | :3 | 0 TVGENKR1 | L2MR1H | | \$450.00 NM |
| 63 10/0 Cla | | 10/14/12 ne - Pre-emi | Sun 5-7am News ptible with notice | 5-7a | | S | :30 | 1 | \$225.00 | NM | |
| Wee | eks: | Start Date 10/01/12 | End Date MTWTFSS | | | <u>Rate</u> 5.00 | | | | | |
| Spo | ts: <u>#</u> Ch | | | | | art/End Time | Lengt | h Ad-ID | | | Rate Type |
| | 1 WT | AE Su 10 | /07/12 6:39 AM Sun | 5-7am News | 5- | 7a | | O TVGENROT | гн1213н | | \$225.00 NM |
| Wee | | Start Date 10/08/12 | End Date MTWTFSS 10/14/12 | | | Rate 5.00 | | | | | |
| Spot | ots: # Ch | | | | | 5.00 art/End Time | Lengt | h Ad-ID | | | Rate Type |
| | | AE Su 10 | | 5-7am News | | 7a | | 0 TVGENKR1 | L2MR1H | | \$225.00 NM |
| 67 10/0 | 03/12 | 10/07/12 | The View | 11am-noon | W | F | :30 | 2 | \$400.00 | NM | |

2409



WTAE P.O. Box 26887 Lehigh Valley, PA 18002-6887

Invoice Date Invoice Month Invoice Period Invoice # 921996-1 10/28/12 October 2012 10/01/12 - 10/28/12 Advertiser Product Estimate Number

ROTHFUS/R/CONG

| www.thepittsburghchannel.com | | | | | | |
|---|------|--------------------------------|--------------|--------------------------|------|--|
| www.nepitoodigitolaime.com | | | Spot | s/ | | |
| Line Start Date End Date Description Start/End Time | MTW | rss I | ength Wee | | Туре | |
| Class of Time - Pre-emptible with notice | | | | | | |
| Weeks: Start Date End Date MTWTFSS Spots/Week | | Rate | | | | |
| 10/01/12 10/07/12WTF 2 Spots: # Ch Day Air Date Air Time Description | | 0.00 art/End Time | Length Ad-II | D | | Rate Type |
| 2 WTAE W 10/03/12 10:59 AM The View | | am-noon | | NROTH1212H | | \$400.00 NM |
| 1 WTAE Th 10/04/12 10:58 AM The View | 11 | am-noon | :30 TVGE | NROTH1212H | | \$400.00 NM |
| 68 10/03/12 10/07/12 5-6pm News M-F 5-6pm Class of Time - Pre-emptible with notice | W | F | :30 | 1 \$525.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/01/12 10/07/12 wtF 1 | | Rate 5.00 | | | | |
| Spots: # Ch Day Air Date Air Time Description | | art/End Time | Length Ad-II | D | | Rate Type |
| 1 WTAE Th 10/04/12 5:29 PM 5-6pm News M-F | | 6pm | | ENROTH1212H | | \$525.00 NM |
| 69 10/08/12 10/14/12 5-6pm News M-F 5-6pm Class of Time - Pre-emptible with notice | MTW | F | :30 | 2 \$525.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week | | Rate | | | | |
| 10/08/12 10/14/12 MTWTF 2 | | 5.00 art/End Time | Longth Ad II | D | | Poto Typo |
| Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WTAE Tu 10/09/12 5:42 PM 5-6pm News M-F | | 6pm | Length Ad-II | ט NROTH1213H | | <u>Rate Type</u> \$525.00 NM |
| 2 WTAE Th 10/11/12 5:57 PM 5-6pm News M-F | 5500 | 6pm | | NROTH1213H | | \$525.00 NM |
| 70 10/03/12 10/07/12 6-6:30pm News 6-6:30pm Class of Time - Pre-emptible with notice | W | F | :30 | 2 \$725.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week | | Rate | | | | THE RESIDENCE OF THE PROPERTY OF THE PARTY OF THE PARTY. |
| 10/01/12 10/07/12WTF 2 Spots: # Ch Day Air Date Air Time Description | | 5.00 art/End Time | Length Ad-II | D . | | Rate Type |
| 2 WTAE W 10/03/12 6:23 PM 6-6:30pm News | | 6:30pm | | NROTH1212H | | \$725.00 NM |
| 1 WTAE Th 10/04/12 6:22 PM 6-6:30pm News | | 6:30pm | :30 TVGE | NROTH1212H | | \$725.00 NM |
| 71 10/08/12 10/14/12 6-6:30pm News 6-6:30pm Class of Time - Pre-emptible with notice | MTW | F | :30 | 2 \$725.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/08/12 10/14/12 MTWTF 2 | | Rate | | | | * 2 |
| Spots: # Ch Day Air Date Air Time Description | | 5.00 art/End Time | Length Ad-II |) | | Rate Type |
| 1 WTAE Tu 10/09/12 6:29 PM 6-6:30pm News | | 6:30pm | | NKR12MR1H | | \$725.00 NM |
| 2 WTAE F 10/12/12 6:22 PM 6-6:30pm News | 6- | 6:30pm | :30 TVGE | NKR12MR1H | | \$725.00 NM |
| 72 10/08/12 10/14/12 M-Sun 11pm News M-Su 11-11:35pm Class of Time - Pre-emptible with notice | MTWT | F | :30 | 2 \$950.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/08/12 10/14/12 MTWTF 2 | \$95 | <u>Rate</u> 0.00 | | | | |
| Spots: # Ch Day Air Date Air Time Description | | art/End Time | Length Ad-II | | | Rate Type |
| 1 WTAE M 10/08/12 11:13 PM M-Sun 11pm News 2 WTAE Tu 10/09/12 11:23 PM M-Sun 11pm News | | Su 11-11:35pm Su 11-11:35pm | | NKR12MR1H NROTH1213H | | \$950.00 NM |
| | | | | | | \$950.00 NM |
| 73 10/03/12 10/07/12 M-Sun 11pm News M-Su 11-11:35pm Class of Time - Pre-emptible with notice | W7 | F | :30 | 2 \$850.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/01/12 10/07/12 wTF 2 | | <u>Rate</u> 0.00 | | | | |
| Spots: # Ch Day Air Date Air Time Description | | art/End Time | Length Ad-II | _ | | Rate Type |
| 2 WTAE W 10/03/12 11:14 PM M-Sun 11pm News 1 WTAE Th 10/04/12 11:27 PM M-Sun 11pm News | | Su 11-11:35pm Su 11-11:35pm | | NROTH1212H NROTH1212H | | \$850.00 NM |
| | | | | | | \$850.00 NM |
| 74 10/03/12 10/07/12 Nightline 11:35pm-1205am Class of Time - Pre-emptible with notice | WT | | :30 | 2 \$400.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/01/12 10/07/12 wTF 2 | | <u>Rate</u> 0.00 | | | | |
| Spots: # Ch Day Air Date Air Time Description | | art/End Time | Length Ad-II | 2 | | Rate Type |
| 1 WTAE W 10/03/12 11:52 PM Nightline | 11 | :35pm-1205am | :30 TVGE | NROTH1212H | | \$400.00 NM |

Rothfus/R/Congress



Send Payment To:

WTAE P.O. Box 26887 Lehigh Valley, PA 18002-6887 Advertiser Product Estimate Number

Rothfus/R/Congress ROTHFUS/R/CONG 2409

www.thepittsburghchannel.com

| www.t | hepittsburghcha | annel.com | | | | | | | | | |
|-------|-------------------------------|---|--|---|--------------------------|---|--------|---|------------|------|--|
| Line | Start Date | End Date | Description | Start/End Time | MTW | TFSS | Length | Spots/ Week | Rate | Туре | |
| 74 | 10/03/12 Class of Tir | 10/07/12 ne - Pre-emr | Nightline otible with notice | 11:35pm-1205am | W | TF | :30 | 2 | \$400.00 | NM | |
| | Spots: # Ch | | Date Air Time Descrip | | <u>S</u> 1 | tart/End Time 1:35pm-1205 | _ | gth <u>Ad-ID</u> 30 TVGENR | отн1212н | | <u>Rate</u> <u>Type</u> \$400.00 NM |
| 75 | 10/08/12 Class of Tir | 10/14/12 ne - Pre-emp | Mon ABC Prime Cotible with notice | 10-11pm | M | | :30 | 1 | \$1,800.00 | NM | |
| | Weeks: Spots: # Ch | Start Date 10/08/12 Day Air | End Date MTWTFSS 10/14/12 M | | | Rate 0.00 art/End Time -11pm | | ath Ad-ID | отн1213н | | Rate Type \$1,800.00 NM |
| 76 | 10/08/12 | 10/14/12 | Thu ABC Prime Other | 9p-11p | | | :30 | 1 | \$4,000.00 | NM | —————————————————————————————————————— |
| - | Class of Tir Weeks: | Start Date | | Spots/Week | | Rate | | | | | |
| | Spots: <u>#</u> Ch | 10/08/12 <u>Day Air</u> FAE Th 10/ | | | | 0.00 tart/End Time :-11p | | gth <u>Ad-ID</u> 30 TVGENK | R12MR1H | - | <u>Rate</u> <u>Type</u> \$4,000.00 NM |
| 77 | 10/03/12 Class of Tir | 10/14/12 ne - Pre-emp | Nascar Cup Series otible with notice | various | | -SS | :30 | 1 | \$1,700.00 | NM | |
| | Weeks: Spots: <u>#</u> Ch | Start Date 10/08/12 | End Date MTWTFSS 10/14/12S- Date Air Time Descrip | | | Rate 0.00 art/End Time rious | | gth <u>Ad-ID</u> 30 TVGENR | отн1213н | | Rate Type \$1,700.00 NM |
| 78 | 10/03/12 Class of Tin | 10/07/12 ne - Pre-emp | ABC College Football otible with notice | 3:30p-7p | | -S- | :30 | 1 | \$1,200.00 | NM | TO SAN AREA OF THE CONTROL OF THE CO |
| | Weeks: Spots: # Ch 1 WT | Start Date 10/01/12 <u>Day Air</u> AE Sa 10/ LR - Foo | 10/07/12S- <u>Date</u> <u>Air Time</u> <u>Descrip</u> 06/12 7:01 PM ABC Co | | \$1,20 <u>St</u> | Rate 0.00 art/End Time 30p-7p | | <u>ith Ad-ID</u> 30 TVGENR | ОТН1213Н | | Rate Type \$1,200.00 NM |
| 79 | 10/03/12 Class of Tin | 10/07/12 ne - Pre-emp | ABC College Football stible with notice | PENN STATE FOO |) | -S- | :30 | 1 | \$600.00 | NM | |
| | Spots: # Ch | Start Date 10/01/12 <u>Day</u> <u>Air</u> AE Sa 10/0 | | | \$60 <u>St</u> | Rate 0.00 art/End Time NN STATE | | <u>ith</u> <u>Ad-ID</u> 30 TVGENRO | отн1213н | | <u>Rate</u> <u>Type</u> \$600.00 NM |
| 80 | 10/03/12 Class of Tim | 10/07/12 ne - Pre-emp | 6-7am News tible with notice | 6-7am | WT | F | :30 | 2 | \$500.00 | NM | |
| | Spots: <u>#</u> Ch 1 WT | AEW 10/0 | End Date MTWTFSS 10/07/12 wTF Date Air Time Descrip 03/12 6:09 AM 6-7am N 04/12 6:09 AM 6-7am N | News | \$50 <u>St</u> 6-1 | <u>Rate</u> 0.00 art/End Time 7am 7am | : | th <u>Ad-ID</u> 30 TVGENRO 30 TVGENRO | | | <u>Rate</u> <u>Type</u> \$500.00 NM \$500.00 NM |
| 81 | 10/03/12 | 11/06/12 | ABC Prime College Foo | tbPrime Time College | | | :30 | 0 | \$2,000.00 | NM | |
| | Spots: # Ch | | | Spots/Week 1 tion ime College Football | \$2,00 St | Rate 0.00 art/End Time ime Time Co | | th <u>Ad-ID</u> 30 TVGENRO | отн1213н | | <u>Rate</u> <u>Type</u> \$2,000.00 NM |
| | | | SATURDAY GAME 1 tible with notice | 12-330P | | | :30 | 0 | \$1,500.00 | NM | |
| | | <u>Start Date</u> 10/15/12 <u>Day</u> <u>Air</u> | End Date MTWTFSS 10/21/12 S- Date Air Time Descript | Spots/Week 1 tion | \$1,50 | ate 0.00 art/End Time | Leng | th <u>Ad-ID</u> | | | Rate Type |



Send Payment To:

WTAE P.O. Box 26887 Lehigh Valley, PA 18002-6887
 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 921996-1
 10/28/12
 October 2012
 10/01/12 - 10/28/12

Advertiser Product Estimate Number
Rothfus/R/Congress ROTHFUS/R/CONG 2409

www.thepittsburghchannel.com

| | | | | | | | | Spots/ | | | |
|------|---------------------------|-------------------------------------|--|-------------------------------------|--------|----------------------|--------|-----------------------------|---------------|------|---------------------------------|
| Line | Start Date | End Date | Description | Start/End Time | MTW | FSS | Length | Week | Rate | Туре | |
| 82 | 10/20/12 Class of Tir | 10/20/12 ne - Pre-emp | SATURDAY GAME 1 otible with notice | 12-330P | | | :30 | 0 | \$1,500.00 | NM | |
| | Spots: # Ch | | | | _ | art/End Time | | h Ad-ID | | | Rate Type |
| | 1 W | TAE Sa 10/ | 20/12 3:33 PM SATUR | DAY GAME 1 | 12 | -330P | :3 | 0 TVGENKR | 1275н | | \$1,500.00 NM |
| 83 | 10/20/12 Class of Tir | 10/20/12 ne - Immedia | Big East College Footbately Pre-emptible without i | all 12-7pm notice | | | :30 | 0 | \$600.00 | NM | |
| | Weeks: | Start Date 10/15/12 | End Date MTWTFSSS- | Spots/Week 1 | | R <u>ate</u> 0.00 | | | | | |
| | Spots: <u>#</u> Ch 1 W | <u>Day</u> <u>Air</u> ΓΑΕ Sa 10/ | | <u>stion</u> st College Football | - | art/End Time -7pm | | h <u>Ad-ID</u> O TVGENKR | 1275н | | <u>Rate Type</u> \$600.00 NM |
| | | | | | | 7 (7) | | | | | Ψ000.00 14101 |
| 84 | 10/21/12 Class of Tir | 10/21/12 ne - Immedia | M-Sun 11pm News ately Pre-emptible without r | M-Su 11-11:35pm notice | | | :30 | 0 | \$1,000.00 | NM | |
| | Weeks: | Start Date 10/15/12 | End Date MTWTFSSS | Spots/Week 1 | \$1,00 | <u>Rate</u> 0.00 | | | | | |
| | Spots: # Ch | | | <u>vtion</u> | St | art/End Time | Lengt | h Ad-ID | | | Rate Type |
| | 1 W | TAE Su 10/ | 21/12 11:12 PM M-Sun | 11pm News | М | Su 11-11:35p | m :3 | 0 TVGENKR | 1275н | | \$1,000.00 NM |
| 85 | 10/21/12 Class of Tir | 10/21/12 ne - Fixed No | Sun Early News on Pre-emptible | 630-7p | | | :30 | 0 | \$425.00 | NM | |
| | Weeks: | Start Date 10/15/12 | End Date MTWTFSSS | Spots/Week 1 | | <u>Rate</u> 5.00 | | | | | |
| | Spots: # Ch | Day Air | Date Air Time Descrip | tion | St | art/End Time | Lengt | h Ad-ID | | | Rate Type |
| | 1 W | TAE Su 10/ | 21/12 6:38 PM Sun Ea | rly News | 63 | 0-7p | :3 | 0 TVGENKR | 1275н | | \$425.00 NM |
| | | | | | Ţ | otal Spots | 10 | 08 | | | |
| | | | | | | | | | | | |
| _ | . — | | _ | | - 1 | | | | Gross Total | | \$76,825.00 |
| Pay | ment Te | erms 30 | Days | | | | | Agend | cy Commission | | \$11,523.75 |
| | | | | | | | | N | et Amount Due | | \$65,301.25 |